

HFD



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Inspiration | Narrative | Design Development

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Ascend – New Orleans, LA | Cambria Suites – Omaha, NE | Tapestry –  
Little Rock, AR

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## 01 About HFD

Hospitality Furnishings & Design Inc., an interior design and procurement company, delivers innovative and inspired hotel interiors with a professional single-source market approach that has set the standard in the ever-changing hospitality Industry.

Our attention to detail, style, durability and quality ensures our clients source the best products at competitive prices. The HFD value engineered design process guarantees the desired guest experience with a maximum ROI on your project investment.

HFD's 25+ accredited interior designers interpret the clients' project vision to create innovative designs that meet the brand standards while at the same time make the guest experience unforgettable, unique, and one of a kind.

With over 30 years of hotelier and FF&E experience, HFD has leveraged technology and unrivaled vendor relationships to create a program that delivers our client's projects with an unmatched speed to market.

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## Robert Cormier

Principal

Founder of Hospitality Furnishings & Design, Inc., Bob is an award-winning leader in hotel interior design, logistics and the hospitality procurement industry. With over 30 years of professional hotel management, design, furnishings, logistics and operations experience. He is responsible for continuous global improvement, creating equitable work environments, integrity driven methods, strategic planning and brand development growth.

## Nicole Musiak

Partner; Vice President of Operations

Nicole is a veteran team leader at Hospitality Furnishings & Design, and is expanding her business development capabilities as the newly appointed Vice President of Operations. Nicole's background has included Inside Sales, Project Management, Customer Service and Logistics in various roles both inside and outside of HFD. Serving as HFD's Director of Project Coordination & Logistics from 2012 to 2017, Nicole both created and perfected the Project Execution model that HFD currently uses to ensure hotel projects are on time and on budget.



## David Kovarik

Vice President of Sales

As Vice President of Sales, David Kovarik oversees the HFD sales force throughout the United States. With more than 15 years of hospitality management experience, David has firsthand knowledge in hotel operations. Over the years, David has participated as a key management member of several opening teams for multiple hotel brands. David's goal as VP of Sales is to share his experience and knowledge with his sales team making customer satisfaction their top priority.



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# 01

## Our Team

Senior Management

# Creativity is intelligence having fun.

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01  
Our Team  
Operations

Doubt is part of the  
creative process.

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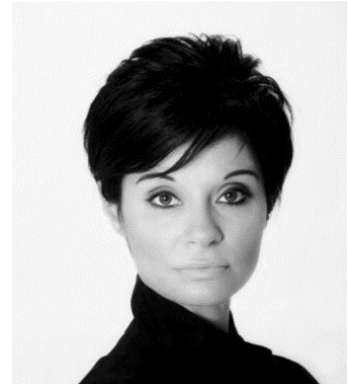


**Ashley Lacey**  
Executive Director of Client Services

As Executive Director of Client Services, Ashley is responsible for managing the HFD design team and the production of well thought out designs that exceed clients' expectations – in addition to being on time and under budget. Ashley's entire career development has been with HFD, beginning as a design intern while completing her education. She joined HFD as a full time Interior Designer following graduation and quickly became a Lead Designer/Account Manager, working on several award-winning projects. Her leadership skills led to the creation of the Production Team Leader and subsequent Production Manager role to capitalize on her talents. In this newly created management role, Ashley develops and enforces essential policies, procedures, training and coaching for the entire production team - as well as continuing to work on projects of her own.

**Tonya Almallah**  
Executive Director of Brand Design Programming

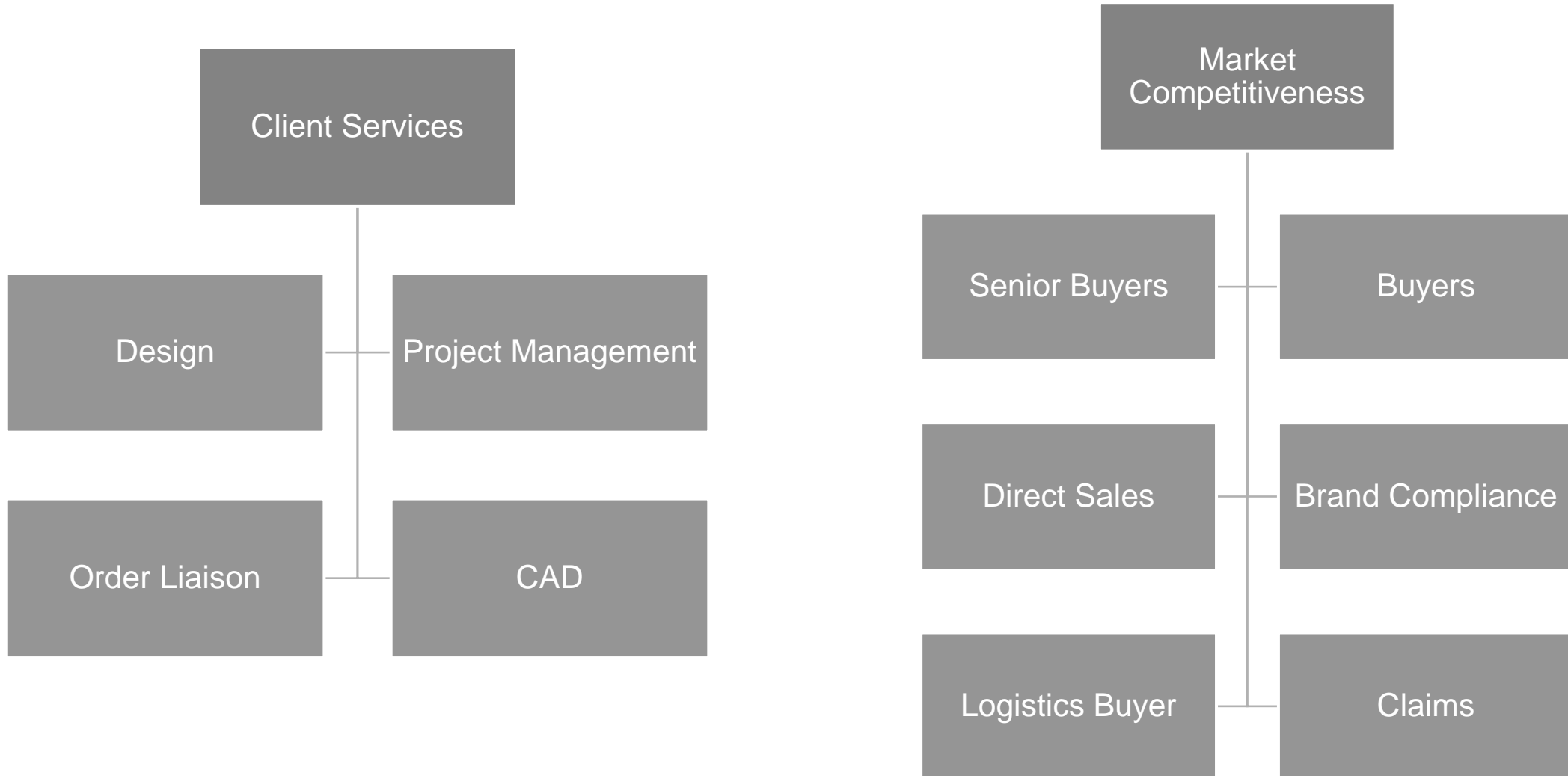
With 16 years of experience in interior design and project management, Tonya has both designed and project managed hospitality projects around the world. She takes pride in her ability to transform spaces by bringing ideas and inspirations to life. Prior to HFD, Tonya was a leading designer on several major luxury hotel and multi-family projects. Tonya's expertise in the field and her experience in both traditional and contemporary interiors have successfully led complex hospitality design projects from conception to installation.



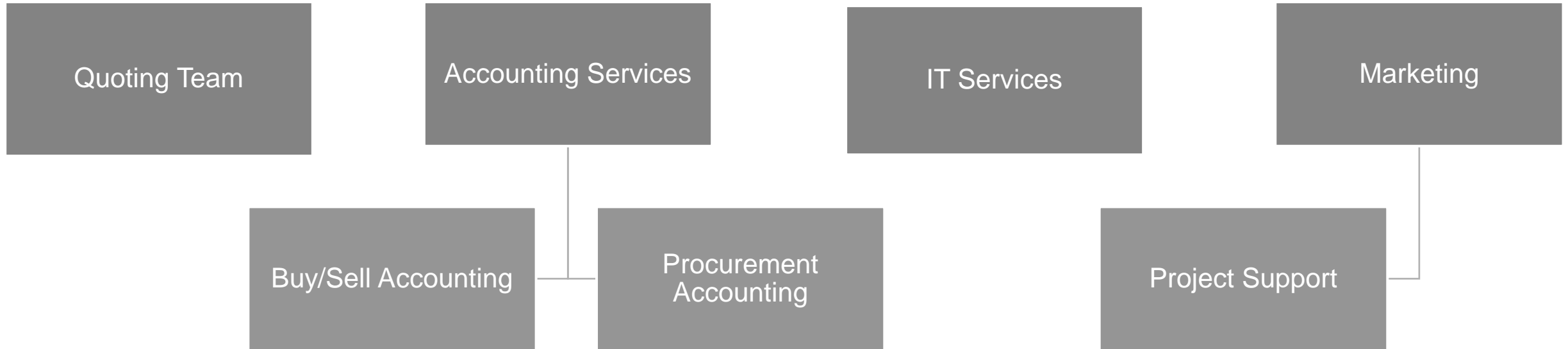
**Ben Cormier**  
Partner, Lead Buyer

Ben's extensive career in hospitality spans a decade with a wide variety of operational roles. He joined HFD in 2012, and as an Outside Sales Representative, he became uniquely tuned in to the needs of HFD clients. This experience launched him into the role of Lead Buyer, which he created after recognizing an opportunity to leverage HFD's buying power into making the company one of the most strategic design and procurement firms in the industry.

# Company Structure



# Company Structure



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## 02 Our Process



The Inspiration



The Narrative



Design Development

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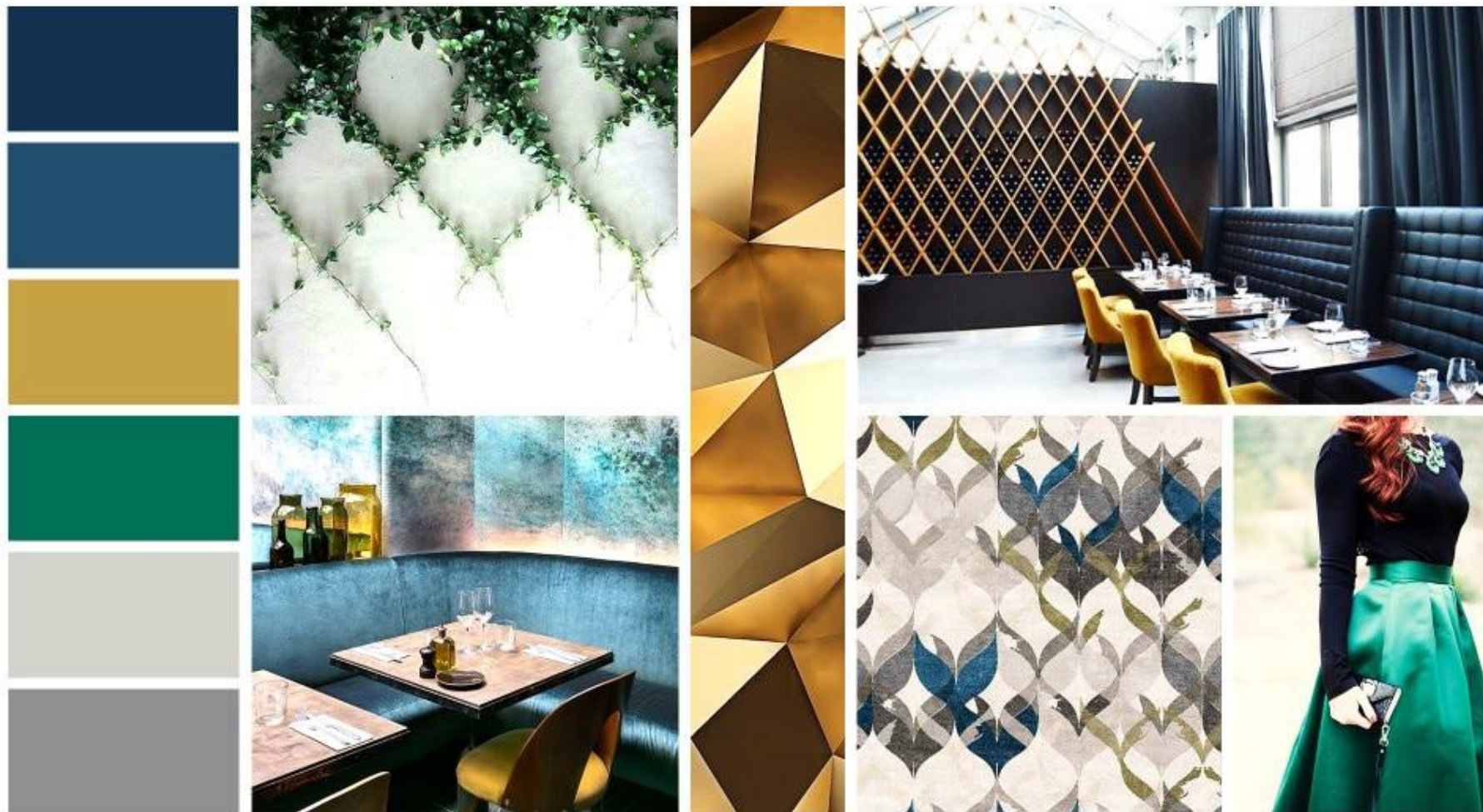
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# THE INSPIRATION



Hospitality Furnishings & Design, Inc.



HIX&S – WASHINGTON, DC  
Inspiration Board



# THE NARRATIVE

## captivating rhythm

Rich, luxurious textures and clean, simple patterns move so effortlessly throughout the space generating a form of harmony and balance. Pulling from the historic look of the city, we chose the deep colors of liberty blue, forest green and honeycomb gold to mimic DC's surrounding nature, as well as the city lights reflecting off the water. Complimenting these colored accents are the dark wood tones mixing with the fresh and airy furniture finishes. This unique balance of contrast creates a modern style, appealing to a diverse clientele. Botanical features enliven the space aesthetically adding drama and depth. Overall, the rhythmical form of geometric shapes, metallic accents and warm lighting create a harmonious sequence of movement, leaving the guest feeling captivated by such elegance.



Hospitality Furnishings & Design, Inc.



HIX&S – WASHINGTON, DC  
Design Narrative





# DESIGN DEVELOPMENT



WOOD CEILING  
THROUGHOUT PS



MAIN WALL VINYL  
THROUGHOUT PS



FLOOR TILE  
THROUGHOUT PS



**A** - STAINED  
CONCRETE



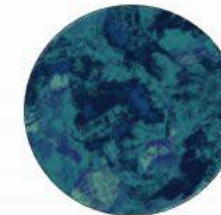
**B** - LIVING WALL



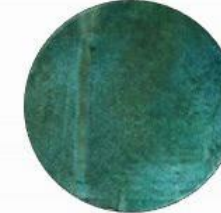
**C** - STAINED GLASS  
DIVIDER PANELS



**D** - ACCENT WALL  
VINYL



**E** - CARPET



**F** - FAUX HIDE RUG



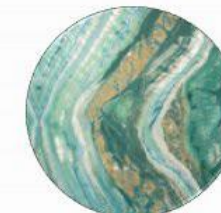
**G** - ACCENT  
WALL VINYL



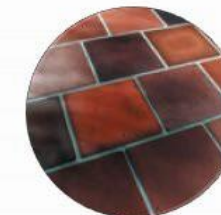
**H** - WOOD SLAT  
FLOOR



**I** - ACCENT WALL  
TILE



**J** - ACCENT WALL  
VINYL



**K** - QUARRY TILE

Hospitality Furnishings & Design, Inc.



SAPPHIRE – ANCHORAGE, AK  
Public Space Finish Plan



DESIGN DEVELOPMENT



RECEPTION DESK CHANDELIER



RECEPTION DESK - CONCEPT



RECEPTION DESK FINISH IN MARBLE



OTTOMAN VINYL



OTTOMAN AT SECTIONAL



OPEN FIREPLACE WITH GLASS ENCLOSURE



FIREPLACE FINISH IN MATTE BLACK



FIREPLACE PUFF A



FIREPLACE PUFF B



SECTIONAL



CUSTOM FISH CHANDELIER IN CHROME



TABLE DECOR



SECTIONAL VINYL WITH PILLOWS

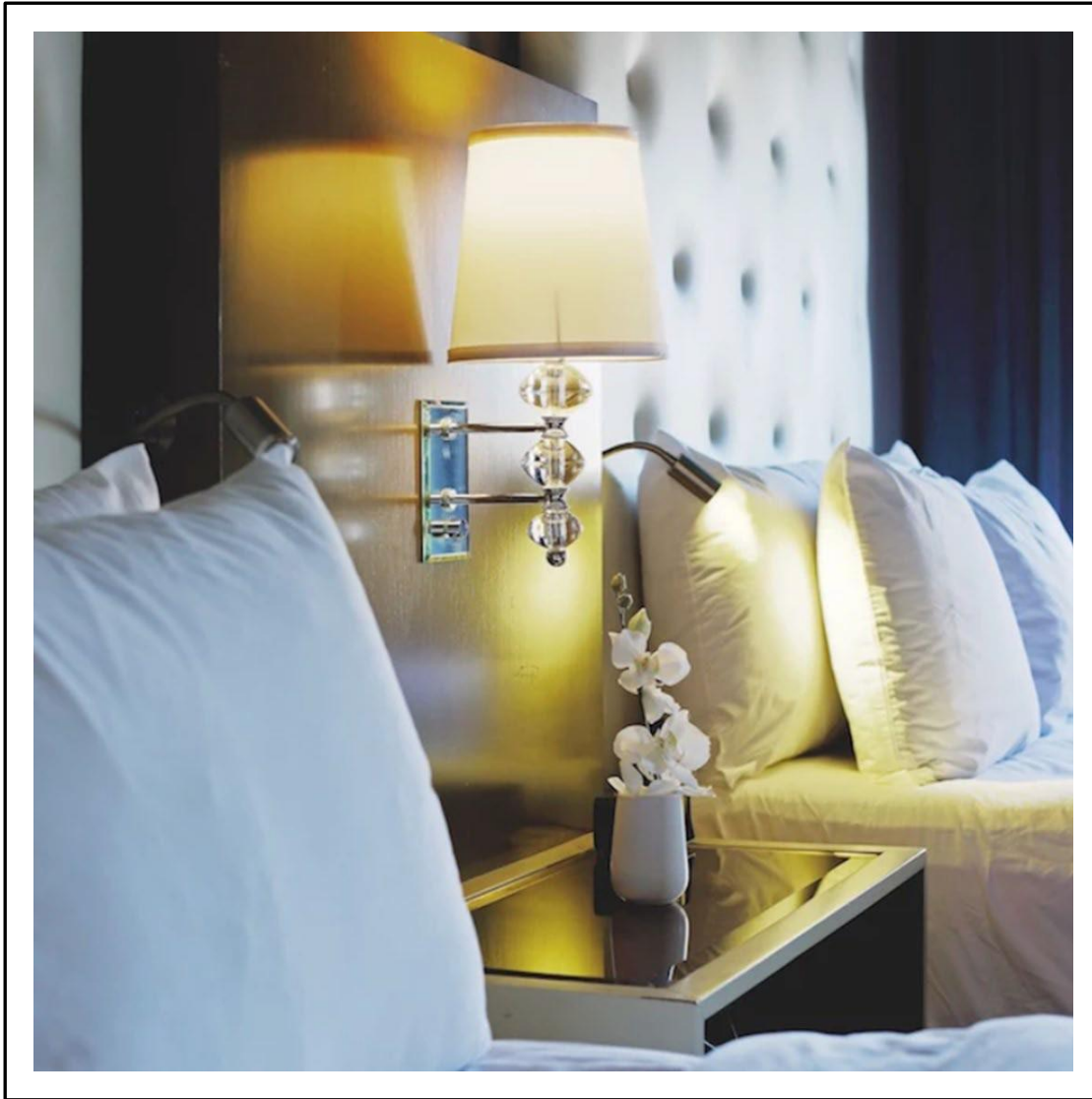


SAPPHIRE – ANCHORAGE, AK  
Lobby, Registration, and Fireplace

Hospitality Furnishings & Design, Inc.







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03  
Featured Projects

The ultimate goal of design  
is not to reduce complexity,  
but to create the  
illusion of simplicity.

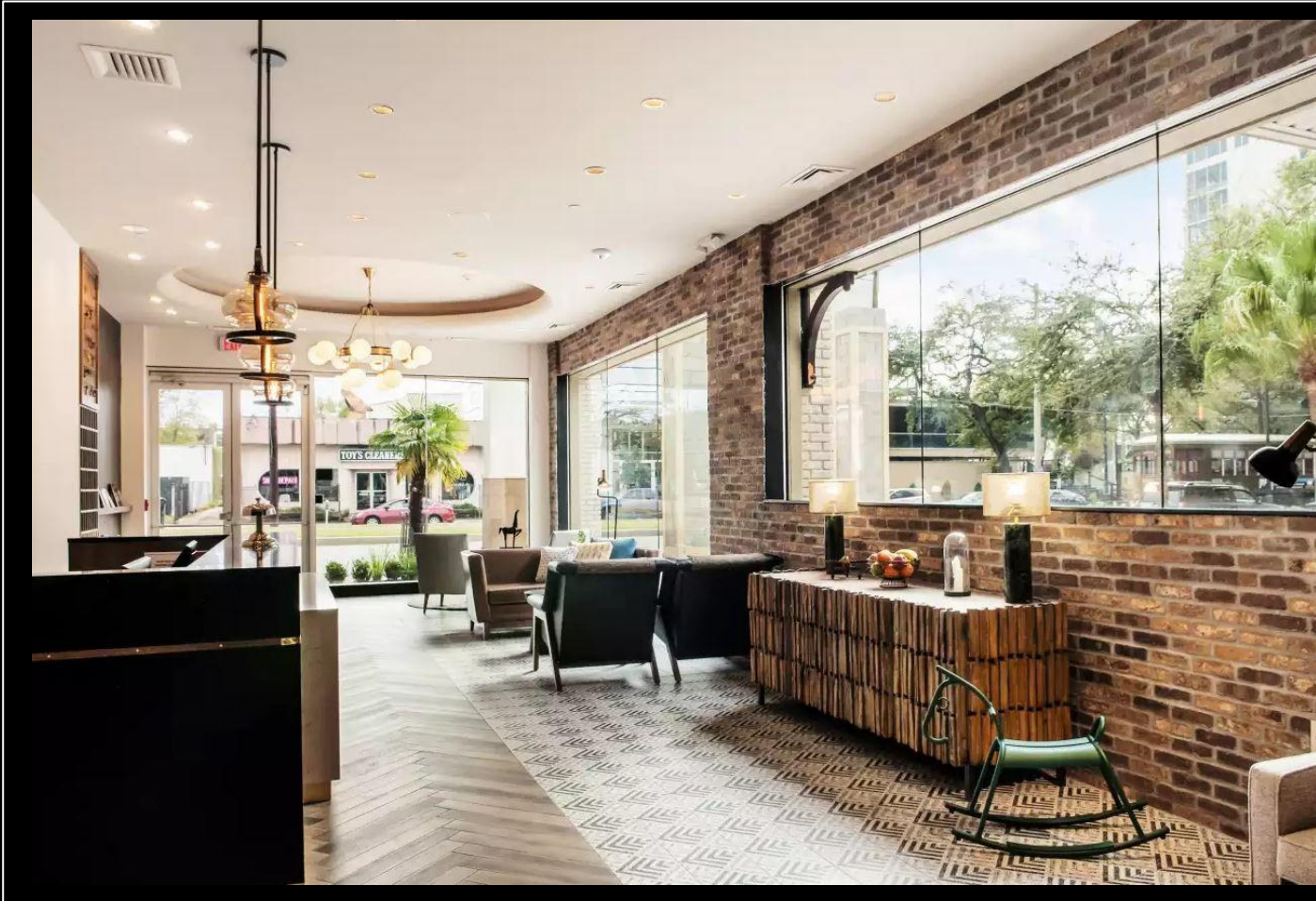
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Ascend – New Orleans, LA





Ascend – New Orleans, LA





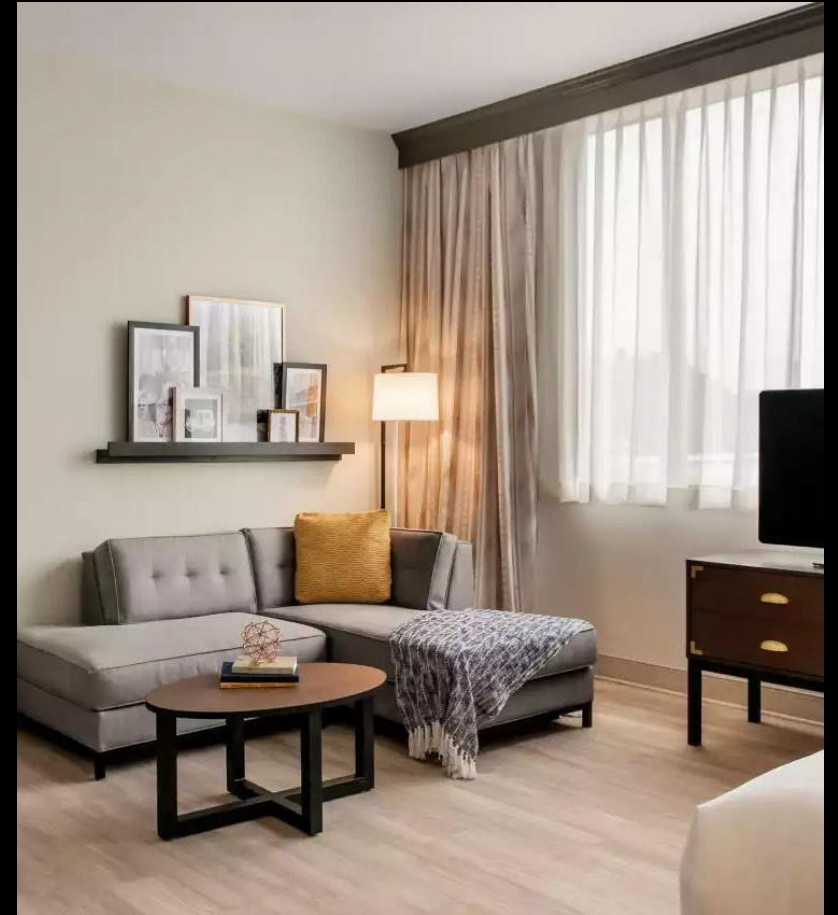


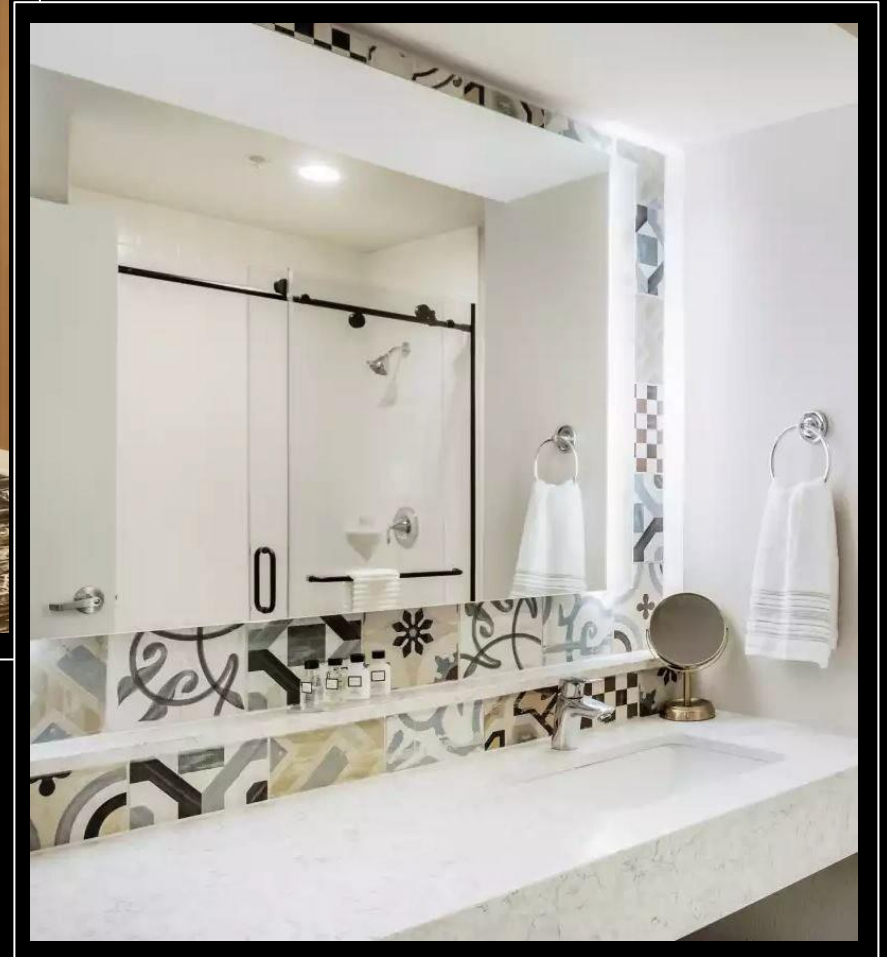
Ascend – New Orleans, LA





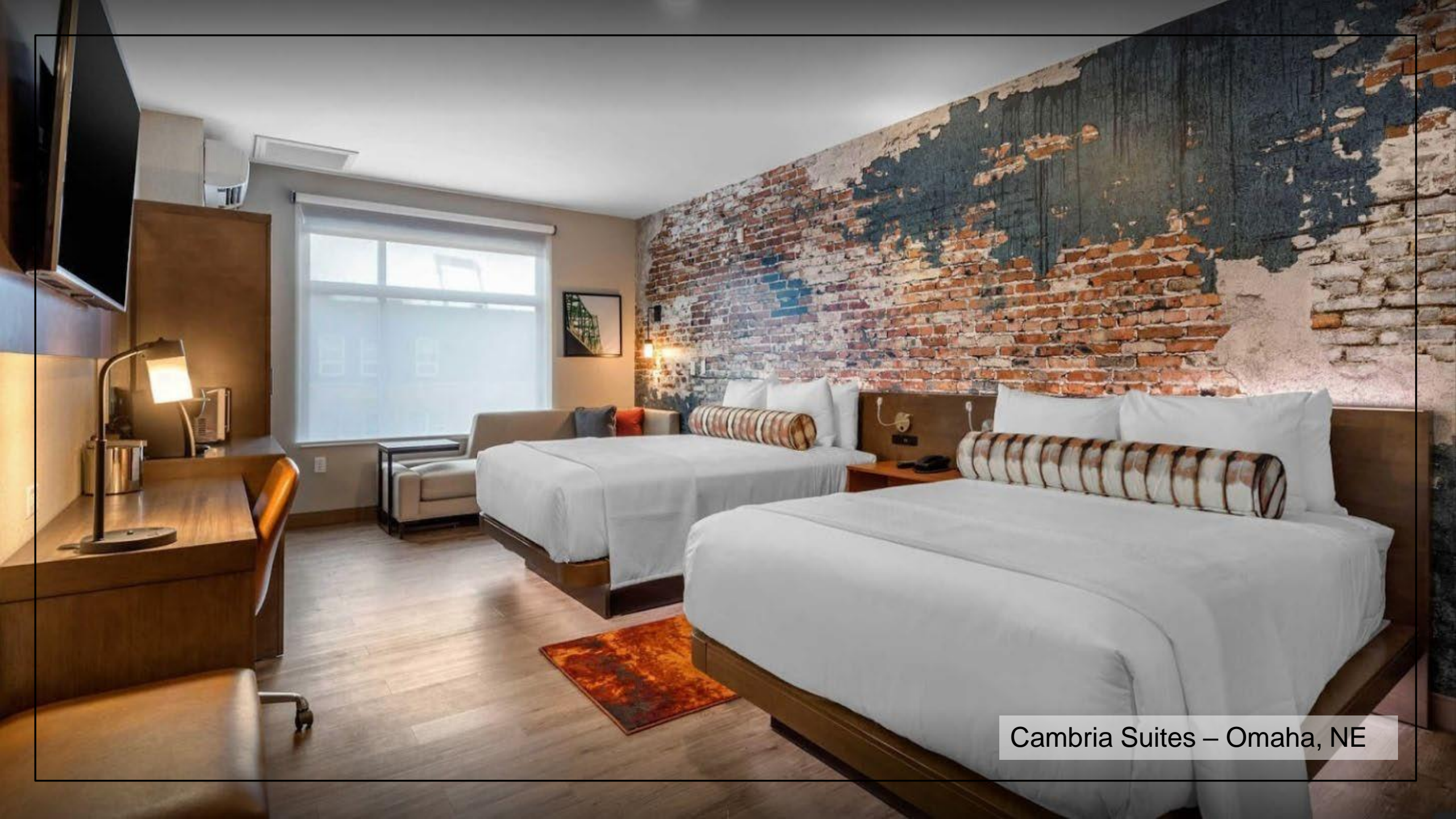
Ascend – New Orleans, LA





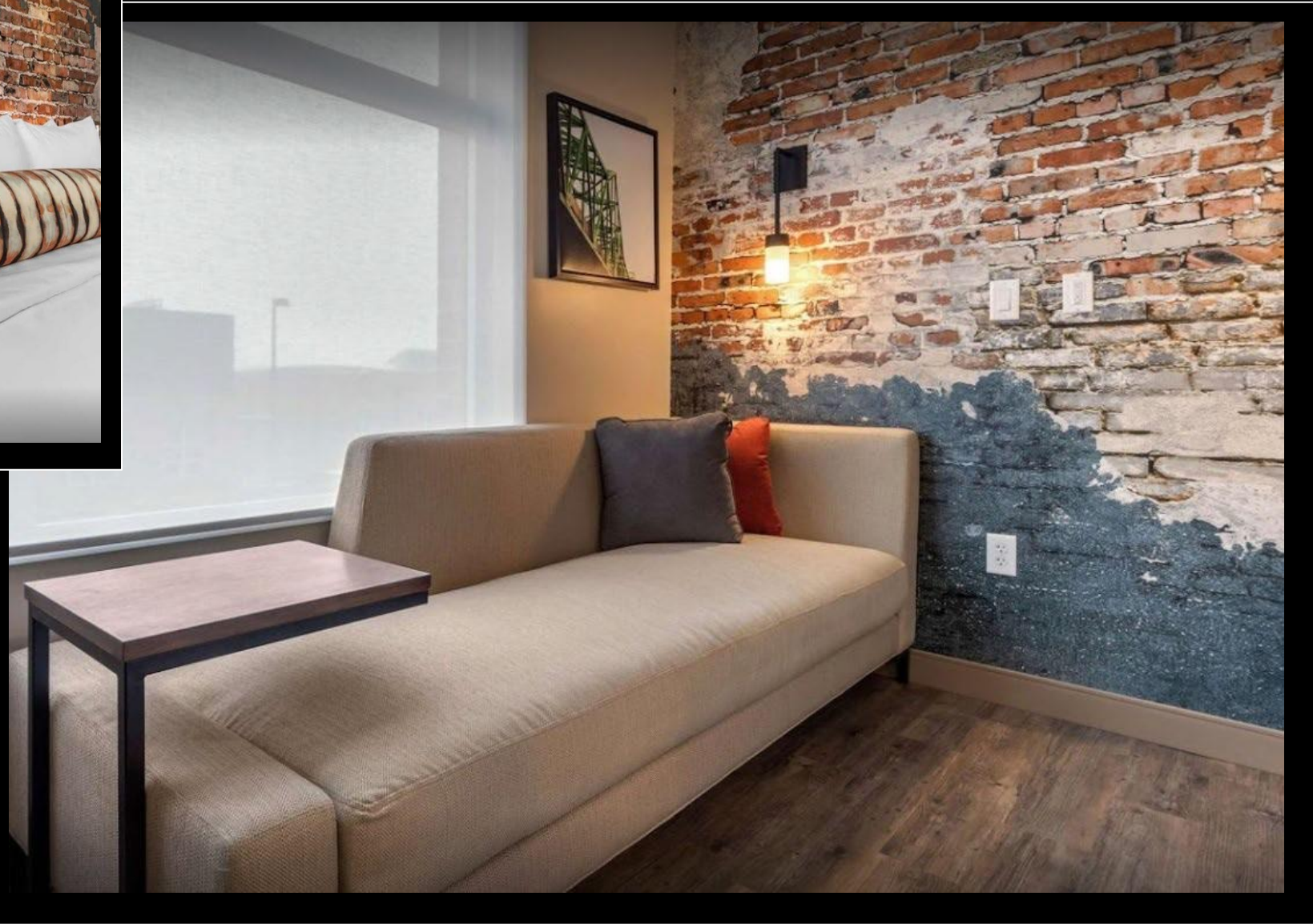
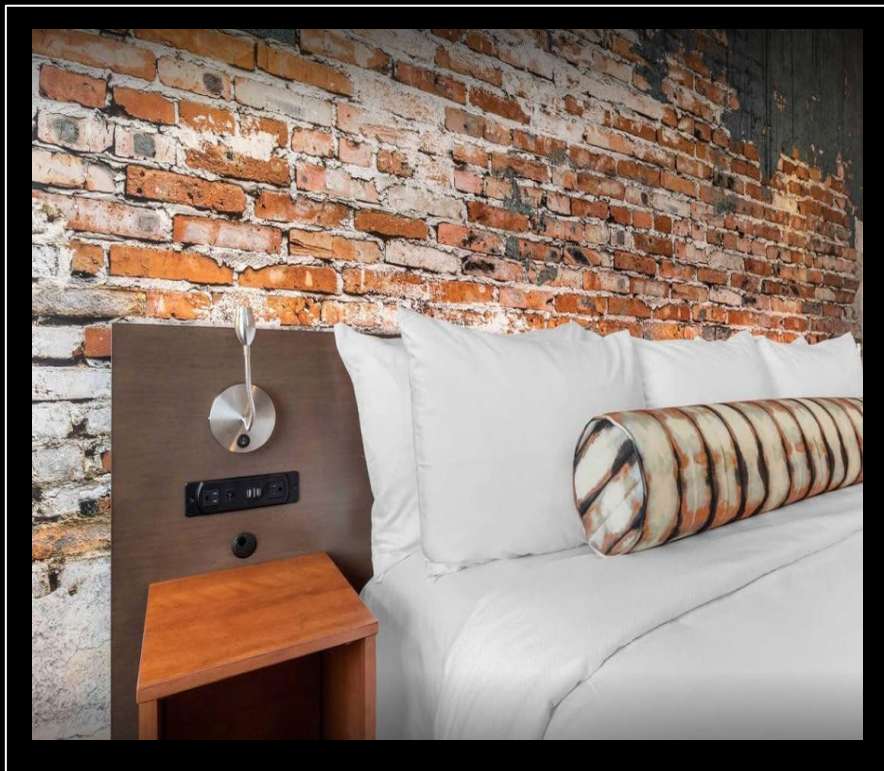
Ascend – New Orleans, LA





Cambria Suites – Omaha, NE





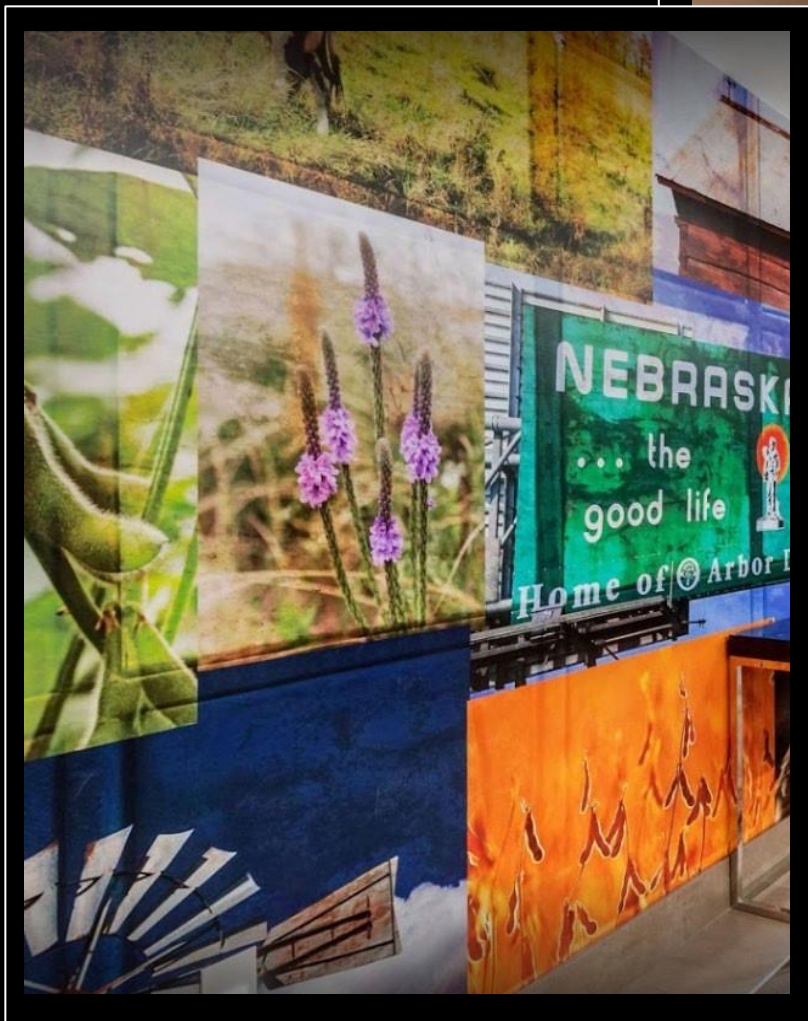
Cambria Suites – Omaha, NE





Cambria Suites – Omaha, NE





Cambria Suites – Omaha, NE





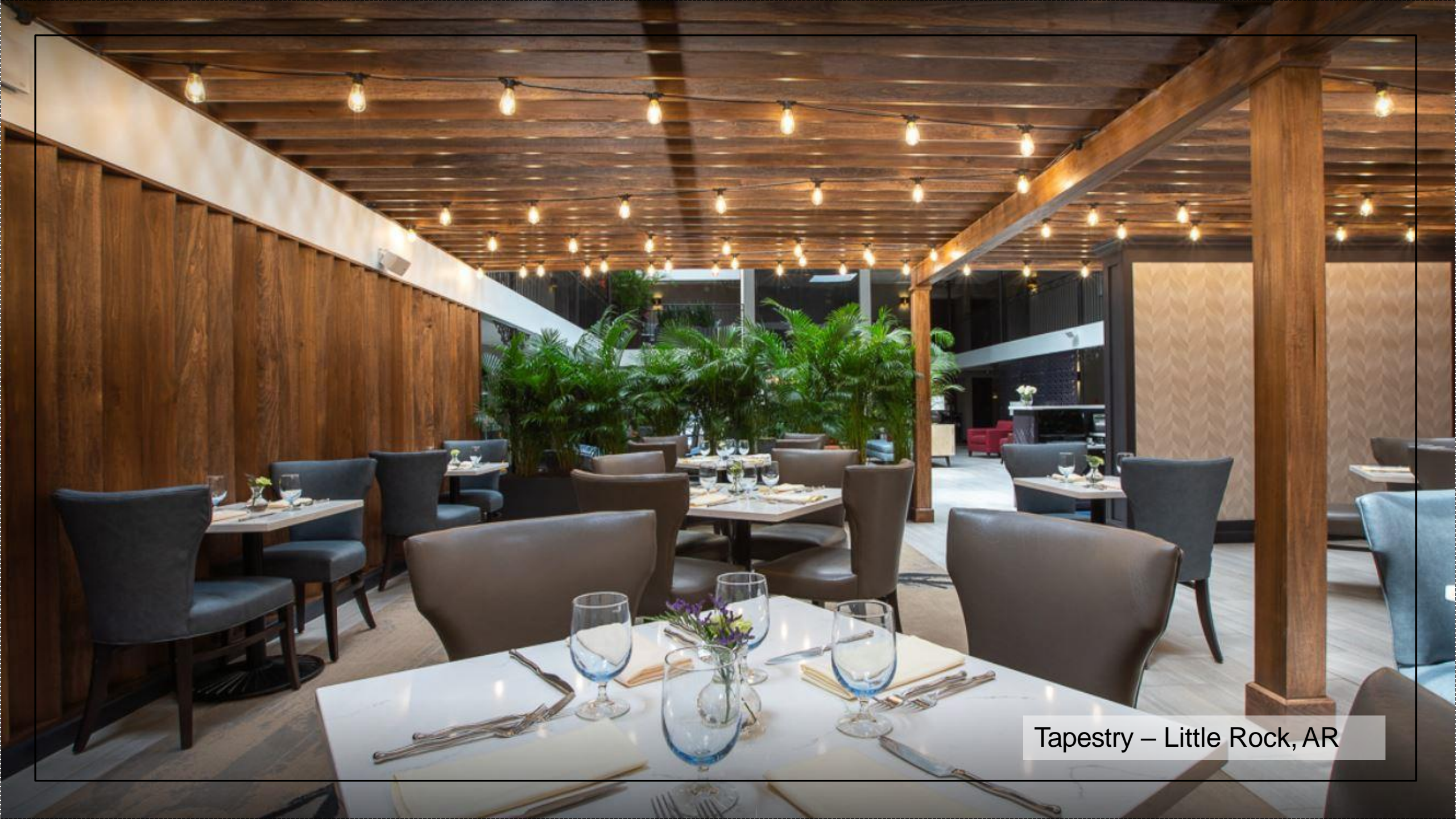
Tapestry – Little Rock, AR





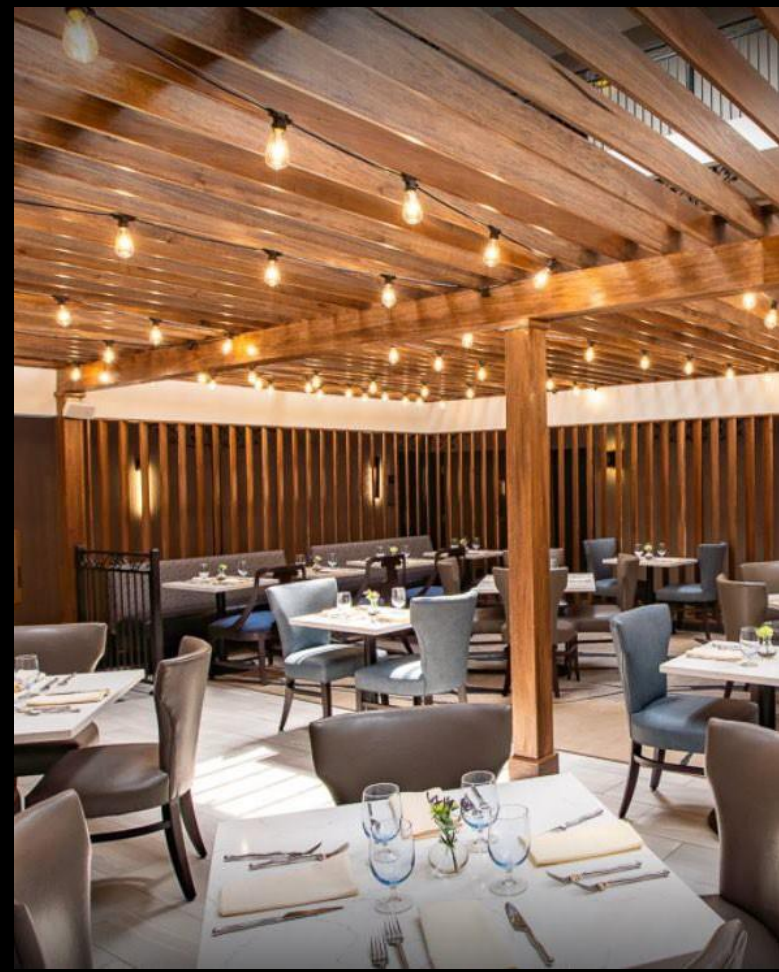
Tapestry – Little Rock, AR





Tapestry – Little Rock, AR





Tapestry – Little Rock, AR

# Additional Feature Projects

## **Full-Service Hotels & Resorts - Complete**

- Embassy Suites – Kapolei, HI
- Embassy Suites – Denton, TX (Procurement Only)
- Hyatt Place – Palm Bay, FL
- Hotel Indigo – Beachwood, OH
- White House Hotel – Biloxi, MS

## **Full-Service Hotels & Resorts - In Progress**

- Hyatt Place – Asheville, NC
- Margaritaville – Ft. Myers, FL
- Trademark by Wyndham – Milton, WV



# Additional Feature Projects

## **Focused Service Hotels - Complete**

- Residence Inn – Oakland (Pittsburgh), PA
- Aloft – Newport on the Levee, KY
- Aloft – Oklahoma City, OK
- La Quinta – Duncanville, TX
- La Quinta – Chambersburg, PA
- Homewood Suites – Mobile, AL
- Hampton Inn & Suites – Atascocita, TX

## **Focused Service Hotels - In Progress**

- Cambria Suites – Nashville, TN
- Hilton Garden Inn – Chicago, IL
- Hilton Garden Inn – Cedar Rapids, IA
- Holiday Inn Express & Suites – Washington DC
- Residence Inn/Springhill Suites – Indianapolis, IN
- Hampton Inn & Suites – Arlington, VA
- TRU – Inglewood, CA



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